

effie Awards

MENA 2026 ENTRY KIT

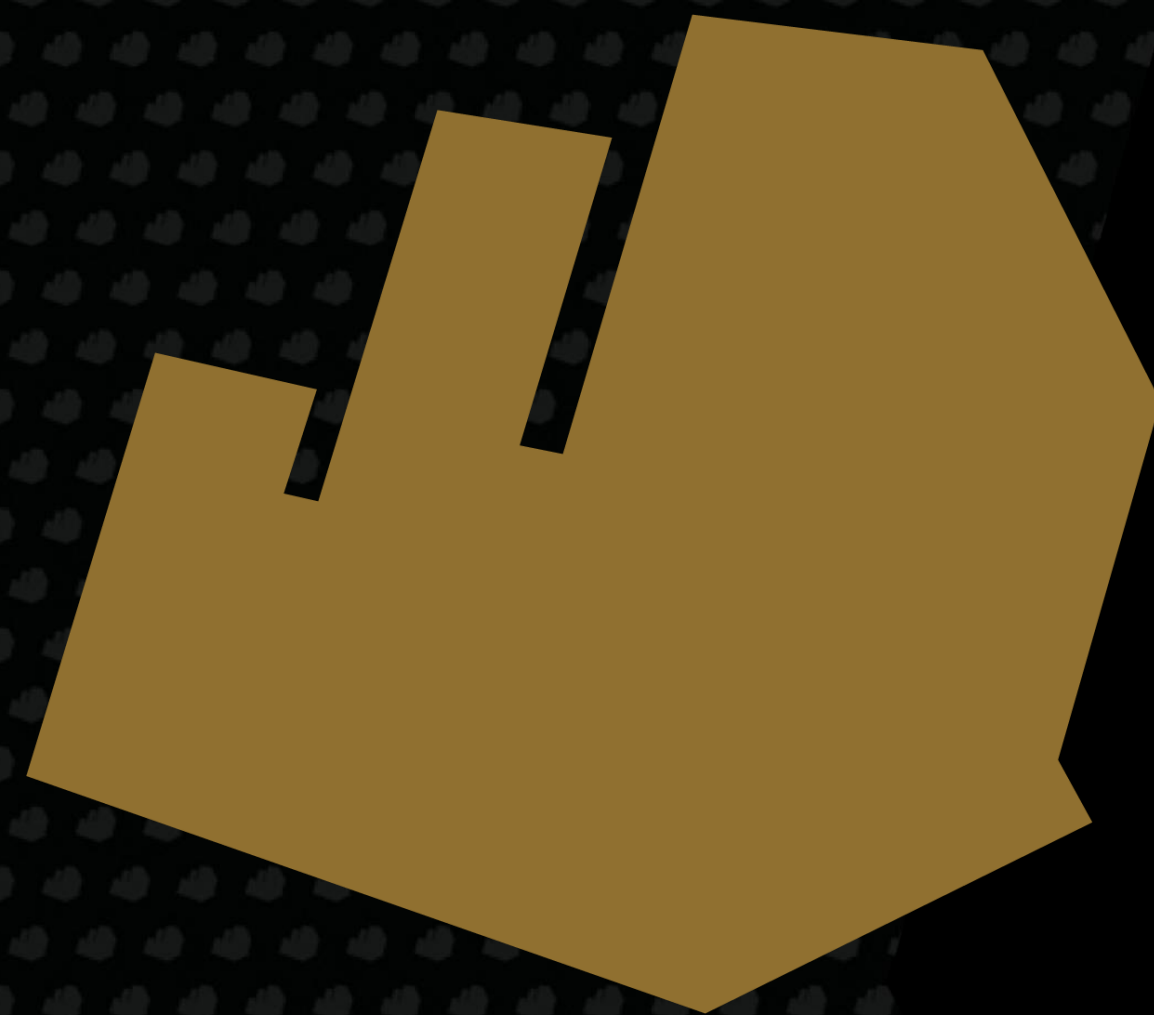


Table of Contents

<u>4</u>	<u>Eligibility</u>	23	<u>Effie index</u>
<u>6</u>	<u>Deadlines & Fees</u>	24	<u>Judging</u>
<u>7</u>	<u>How to enter</u>	<u>25</u>	<u>Winning</u>
8	<u>Entry Overview</u>	<u>27</u>	<u>Categories</u>
18	<u>Other requirements</u>	28	<u>Contact us</u>
22	<u>Confidentiality & Publication</u>		



New in 2026

CREATIVE REQUIREMENTS:

CREATIVE REEL: ENTRANTS NOW HAVE THE OPTION TO INCLUDE RESULTS IN THE CREATIVE REEL. WHILE THE MAIN FOCUS OF THE REEL IS TO SHOW THE INTEGRAL CREATIVE WORK AS THE AUDIENCE WOULD HAVE EXPERIENCED IT, THIS UPDATE OFFERS THE OPPORTUNITY FOR RICHER, MORE COMPREHENSIVE STORYTELLING, SHOWCASING ALL FORMS OF MARKETING EFFECTIVENESS.

SEE PAGE 15 FOR UPDATED REQUIREMENTS.



ALL MARKETING EFFORTS THAT RAN IN THE MENA REGION AT ANY POINT BETWEEN
APRIL 1, 2025 - JUNE 30, 2026 (15 MONTHS) * ARE ELIGIBLE TO ENTER.

Eligibility

- 👉 Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter.
- 👉 The creative work and the written text of the entry must be the original work of the credited companies and authors.
- 👉 One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.
- 👉 Data and creative work presented must be isolated to the MENA Region.
- 👉 Your work must have run during the eligibility period **April 1, 2025 - June 30, 2026 (15 months)**. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on work that ran during the qualifying time.
- 👉 Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- 👉 It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry. Test efforts are not eligible.
- 👉 A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.
- 👉 Effie Worldwide reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time. Review category definitions and re-entry requirements for additional guidelines.



Eligibility

MENA EFFIE AWARDS TERRITORY

- 👉 Campaigns which ran in **Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, the United Arab Emirates, and Yemen** are eligible to enter the MENA Effie Awards.

RE-ENTERING PREVIOUSLY ENTERED WORK

- 👉 Entrants, finalists and winners of the previous year's competition period must update their entry to the current eligibility time period, including results.
- 👉 2025 Gold MENA Effie Winners can only re-enter a category in which they did not win Gold.
- 👉 Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years – Gold winners from 2023 and earlier are eligible.
- 👉 2025 David vs. Goliath winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2026.

ENTERING IN MULTIPLE CATEGORIES.

- 👉 You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category.
- 👉 You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.
- 👉 Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.



Deadlines & Fees

DEADLINE	DATE	FEE
First	Friday, 21 st August 2026	\$ 755
Second	Thursday, 3 rd September 2026	\$ 1135
Final	Saturday, 12 th September 2026	\$ 1454

NOTE** ALL DEADLINES ARE TILL 18:00 HOURS (UAE TIME) ON THE RESPECTIVE DEADLINE DATES

Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry.

Fees increase on each deadline at 06:00 PM (UAE Time). Entries are non-refundable after time of entry.

PAYMENT DETAILS:

Payment is due on the submission date. Payment is accepted via credit card (Mastercard, Visa) or Bank Transfer. When submitting your entry, you can choose to pay at that time via credit card, or to generate an invoice to be used for payment processing. Bank transfer instructions will be provided on your invoice.

If you require a vendor form or W-9 from Effie MENA, please [email us](#).



